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BusinessVoice
THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE

Volume 31 Number 5

PRESIDENT'S MESSAGE



Kristin McMillan
President & CEO

I'd like to take this opportunity to express how pleased I am to join the Las Vegas Chamber of Commerce as president & CEO. During my term as 2010 chairman of the Chamber's Board of Trustees, I developed an in-depth understanding of the varied and changing needs of our business membership. In short, it is my belief that the role of the Chamber is to serve and advocate for the needs of the business community. I plan to make that my leading priority as your president.

In today's economic climate, there is a great need for our Chamber to focus on programs that lend support to all of our member businesses – in particular, our small business members – to help them sustain operations during this precarious time period. Not only are we focused on the challenges of today, but also on the opportunities of the future. We want to help our members pave the way for the growth and expansion that I am confident will be on Las Vegas' horizon. It is our goal, as a member-focused organization, to provide an atmosphere of advocacy and of what I like to refer to as a "high touch, high tech" connection with our members. This means leveraging the use of technology to strengthen the connection we have with our members as well as help members strengthen their connections with each other.

Like other businesses, the Chamber must constantly look for new and innovative ways to reinvent ourselves in such a way that we stay relevant and well-positioned to provide the resources and the connections that members need from us. This doesn't mean the Chamber you have come to know and rely on as a trusted business resource and advocate is disappearing; it simply means that we are continually adapting in ways that best meet the evolving needs of our members and building on our strengths.

The Chamber fully understands the realities many business owners are currently facing. It's a new world economy, and we must all work together to find effective ways to not only navigate this new world, but to thrive in it as well. I will be asking for your input and your feedback along the way. It is only with our collective voice that we will be successful at reaching our goals.

I'm also very excited about the new community ties we are simultaneously forging. We are at a pivotal juncture in setting a course for the future, and we want to be actively involved in strengthening our community on all levels. We are currently reaching out to form strategic alliances and partnerships with other entities including business and economic development organizations, government agencies and educational institutions. We are looking at alliances

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celebrate National Small Business Week

NATIONAL SMALL BUSINESS WEEK 2011 WILL BE CELEBRATED THROUGHOUT THE NATION MAY 16-20. AN ANNUAL TRADITION SINCE 1963, NATIONAL SMALL BUSINESS WEEK WAS CREATED TO RECOGNIZE THE CONTRIBUTIONS OF SMALL BUSINESSES TO THE ECONOMIC WELL-BEING OF AMERICA.

According to the U.S. Small Business Administration, there are 27.2 million small businesses in America. More than half of Americans either own or work for a small business. They also create 60-80 percent of new jobs in the country. Small businesses drive innovation, create 21st century jobs and increase U.S. competitiveness.

You and your business can be part of celebrating Small Business Week right here in Nevada. Here are a few ways to participate:

- Make a commitment to buying local. Supporting local small businesses strengthens the local economy for all of us.
- Do business with other Chamber members. Chamber members have made a commitment to be part of the fabric of the small business community. Consider the value of doing business with others who share this philosophy. Many Chamber members even offer special pricing and discounts for fellow members.
- Take advantage of federal, state and local programs designed to help small businesses succeed. Numerous agencies exist for the express purpose of providing free and low-cost counseling and financial assistance services to Southern Nevada's small business community.

Visit the resources page of LVChamber.com to learn about the wealth of programs available for small business members.

Kristin McMillan begins role as Chamber President and CEO

The Las Vegas Chamber of Commerce's new president & CEO Kristin McMillan is beginning her new role on May 2.

A long-time Chamber supporter and 2010 Chairman of the Las Vegas Chamber of Commerce Board of Trustees, Kristin brings a unique combination of business acumen, strategic planning, and government and community relations skills to the organization. As an attorney and business executive, Kristin has been actively involved in Las Vegas' business community for more than 20 years. Her on-going involvement with the Chamber gives her a unique perspective on how the organization works, as well as insight into the needs of Southern Nevada's small business community.

One of Kristin's first priorities as president & CEO is to reach out to Chamber members through conversations and surveys to find out what they need to grow their businesses. Kristin says understanding these needs will help the

Chamber formulate strategies for developing programs, tools and opportunities that will help small businesses reach their goals.

Prior to beginning her role with the Chamber, Kristin served as vice president of external relations for CenturyLink's 10-state western region, where she managed diverse regional teams in a variety of regulatory, legislative and local government affairs issues. Kristin was co-managing shareholder of the Las Vegas office of multinational law firm Greenberg Traurig, and was managing partner of Hale Lane law firm.

Kristin serves on the boards of the Foundation for an Independent Tomorrow, Nevada International Women's Forum, Nevada Taxpayers Association and the I-11 Coalition. She has also been a board member of Nevada Development Authority, Desert Research Institute Foundation and United Way of Southern Nevada.

Gold is valued at \$1,500.00* an ounce.

Now that we have your attention, we wanted to let you know that our photography has garnered us a couple of coveted **Gold** awards at this year's American Advertising Federation annual competition. We were awarded *Gold ADDYs* in both Color and Digitally Enhanced Photography categories by the AAF, Las Vegas. Our images even went on to win awards in the regional competition and have been recognized by industry publications.

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Top Dog Eileen Proctor will reveal the 3D's for marketing your business. You'll learn how to define your target market, develop a loyal following, differentiate yourself from the competition, and deliver your value proposition consistently and convincingly. *The session takes place on Wednesday, May 11, 7:00 – 9:00 a.m. at the Chamber. The cost is \$30 for Chamber members; \$45 for non-members. You can register at LVChamber.com or call 702.641.5822.*



Last call FOR APPLICATIONS
FOR **25TH ANNIVERSARY
LEADERSHIP LAS VEGAS CLASS**

The deadline is fast approaching to submit applications for the 25th anniversary class of the Las Vegas Chamber of Commerce Leadership Las Vegas program. During its 25-year history, this executive enrichment series has helped professionals in a wide range of fields hone their leadership skills, develop new networks and business contacts, and gain an in-depth knowledge of Las Vegas.

All completed applications must be submitted to the Chamber no later than May 19, 2011. For more information contact Lisa Gough, Leadership Las Vegas coordinator, at lgough@LVChamber.com or call 702.586.3841.

SECRETARY OF STATE
Ross Miller TO SPEAK AT
MAY 18 POLITICAL BREAKFAST

Nevada Secretary of State Ross Miller is the featured speaker at the Chamber's first Political Breakfast on Wednesday, May 18. Miller will share the benefits of the new Nevada Business Portal for the business community. The Nevada Business Portal is a one-stop shop where entities incorporated in the State of Nevada can seamlessly transact all of their state business without having to visit several different agencies. This important tool will allow for streamlined entity formation, the payment of annual business license fees and other online business-related transactions.

The breakfast takes place on Wednesday, May 18, 8:00 – 9:30 a.m. at the Chamber. The cost is \$30 for Chamber members. This event is open exclusively to members of the Las Vegas Chamber of Commerce. To register, call 702.641.5822 or go to LVChamber.com.

Nominations
OPEN FOR 2011 **SMALL
BUSINESS EXCELLENCE AWARDS**

If you know of an exceptional small business deserving of recognition, or if you'd like to throw your own company's hat into the ring for consideration, submit a nomination for the 2011 Small Business Excellence Awards. Categories include: Green Business, Non-Profit, Small Business (5 employees or fewer), Small Business (25 employees or fewer) and Woman and/or Minority-Owned Business.

The deadline for Small Business Excellence Awards nominations is Monday, July 4, 2011. Winners will be announced at the annual Small Business Excellence Awards luncheon on Thursday, September 22, at the Rio All Suites Hotel & Casino. Nevada State Bank is the exclusive sponsor for this year's Small Business Excellence Awards program. For more information, visit LVChamber.com/sbea.

RIBBON-CUTTING PHOTOS GO ONLINE TO **enhance** MEMBER EXPOSURE

A favorite benefit of Chamber membership has always been the free ribbon cutting ceremonies the Chamber offers to members who are opening, expanding or relocating a business. Now, ribbon cutting pictures and captions are published online at LVChamber.com. The new online postings allow members to promote their

ribbon cuttings through email, Facebook and Twitter, giving members even greater exposure. Now you can forward your photos to colleagues, friends, customers and clients with the click of a mouse! To schedule a ribbon cutting for your business, contact the Chamber one month before the event by calling 702.586.3838.



BANK OF KAREN

For a business built on caring, she needed a bank that cared about her. Karen Jarvis, CEO of AmPro Orthotics & Prosthetics, said she never dreamed she could have a facility that would provide the space she needed for her growing number of patients. But when she found a great opportunity for a new building, she went to Bank of Nevada for help. Her Relationship Manager arranged an SBA 504 loan and kept it simple. Now Karen has a state-of-the-art facility and more staff and patients who are very grateful.



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CHAMBER CENTENNIAL

The *Fabulous 50s* brought challenges & rewards to a growing Las Vegas



Las Vegas came into the fabulous 50s taking full advantage of numerous opportunities presented in the post-World War II period – primarily federally-funded projects that brought in money and new residents. The Las Vegas Chamber of Commerce also began to take a greater leading role in promoting Las Vegas during the 1950s.

In 1945, Chamber Chairman Maxwell Kelch created The Live Wire Fund, an advertising collective to fund the promotion of Las Vegas. In addition, the Chamber and local casino executives created the Desert Sea News Bureau, eventually becoming the Las Vegas News Bureau. The Bureau promoted Las Vegas as a premium tourist destination through iconic photographs that were seen the world-over.

The Strip began to take shape with several gaming properties opening throughout the decade including the Desert Inn, the Sahara, the Sands and the Tropicana. Downtown Las Vegas also continued to grow with the openings of The Horseshoe, the Fremont and the Lady Luck.

While the 1950s saw a surge in the tourism industry, it brought headaches as well. Illegal casino operators and mob figures cast a shadow on the growing industry for a time during the 1950s. The out-growth of this tarnishing image was a “stepping up” of legitimate casino operators to involve themselves in the growing community. In 1955, the Chamber, along with other business and community leaders, determined that to be effective, charitable contributions should be better regulated, and created the United Way of Southern Nevada.

Nevada’s population tripled between 1940 and 1950, straining the valley’s water supply. The Las Vegas Valley Water District was created to address this vital community resource. Business growth also meant a need for better oversight and consumer protection. The Chamber was instrumental in creating the Better Business Bureau. Regulation oversight of businesses continued with an eye on gaming through the 1955 creation of the Nevada Gaming Control Board. The Nevada Gaming Commission followed in 1959.

Concerns over the Cold War with the Soviets had Southern Nevadans supporting the re-opening of the Las Vegas Army Air Corps Gunnery School and Basic Magnesium Plant. The Air Force used the site of the gunnery school for training purposes – the site would later evolve into Nellis Air Force Base. The Chamber also played a role in bringing the Atomic Proving Ground, also known as the Nevada Test Site, to Las Vegas.

The Bank of Las Vegas opened in 1954 and became the first bank to make loans to casino operators. Residential developers entered the fray in the 1950s to provide housing options for new residents and commercial developers began to build shopping centers. Higher education got a boost when in 1951, the Reno-based University of Nevada offered satellite classes at Las Vegas High School. By 1955 planning was underway for what would become the University of Nevada, Las Vegas.

The tourism industry began to diversify with an eye toward attracting conventioners. The Convention Hall Committee was established in 1955. Shortly thereafter the Fair and Recreation Board emerged, followed by creation of the Las Vegas Convention and Visitors Authority. For the first time, hotel and motel taxes were levied to pay for this infrastructure, funding the construction of the \$45 million Las Vegas Convention Center, which debuted in 1959.



While the 1950s were a somewhat tumultuous time for Las Vegas, it was an era that defined the city in the consciousness of the world and set the stage for the next phase of growth.

photos courtesy of the Las Vegas News Bureau

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Jeremy Aguero crunches the data and tells it like it is.

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Francis + Francis



Over the past several years, Jeremy Aguero, a principal analyst with Applied Analysis, has provided economic information and insight to both the public and private sectors. As the 2011 Nevada Legislature enters its final stretch, Las Vegas Chamber of Commerce Chairman Michael J. Bonner sits down with Aguero to discuss Nevada's economic outlook and the need for reform.

What do we need to ask the 2011 Nevada Legislature to do in regards to economic development?

It is very important that the Chamber and businesses in general understand, we have a short-term economic development problem and we have a long-term economic development problem. We have to fix them both. From an economic development standpoint two things are at issue: we need to do what we can immediately to get some of the 180,000 people actively looking for work back on the job; looking further out we need to understand that the economy of our past is not going to be the economy of our future. We are going to have to do things differently than we did in the past, from K-12 education to transportation if we expect to be competitive.

What do you think about the Governor's revenue plan and allowing taxes to sunset?

There are very, very good things about the budget the Governor brought forward, but there are some things that are worthy of additional consideration. One is allowing the tax sunsets to expire. I understand from an economic development standpoint, having lower taxes will have benefits for businesses and consumers, but lowering taxes that will require us to cut education and then borrow money is counterproductive to the ultimate goals we are trying to achieve.

What impact, positive or negative, can the 2011 Legislative session have on our economic future?

In reality, the Legislature has the ability to do more harm than good with regard to our state's economy. Nevada's small government, pro-business, pro-resident stance has served the state well over the past 30 years, and we would be well served to recognize that our prosperity has not been by mere luck. That said, the State Legislature does have a critical role particularly as it relates to education and infrastructure. Both higher education and K-12 education are more problematic today from an economic development standpoint than ever before. Much of our economic development will have to be home grown, which means we are going to have to have a university that innovates and we are going to have to have a school system that does the same. We have neglected our K-12 education system for two generations at least, and now we are shocked and stunned that kids aren't graduating or innovating and in many ways are unemployable. The Legislature

is in the best position to change this trend, resetting expectations and holding school administrators and teachers accountable.

How do you see us changing our approach to economic development?

It seems there has been a real charge to make economic policy Governor-led, to consolidate our economic development efforts at the local level, and develop an economic development plan to provide a roadmap we can follow. I think the Legislature is doing those things and is more engaged in economic development than I have ever seen before. While these may seem like modest reforms, they are conditions precedent for changing the way Nevada "does" economic development. The next round of decisions will be harder: How do we reposition the state going forward? Should our economic incentives be restructured? How do we retain our existing workforce? What industrial clusters can we realistically attract?

So you think the three prongs constitute a good economic model?

I think it is the foundation from which an effective economic development model can be built. I'd love to tell you, "Let's go out and be a global leader in renewable energy, let's get some nanotechnology firms to move to Nevada." I'd love to say we can wave a magic wand and have that happen over night. It's not one thing that is going to solve our economic development challenges. It is everything. It's changing the way we think and do business in Nevada. It's going to start with laying a foundation from which we can grow.

What obstacles are there that the Legislature can deal with?

From an economic perspective, funding adequate infrastructure, improving the quality of education, decreasing duplication of services between state and local governments, creating greater equity between the public sector and private sector workers, more effectively managing state assets, reforming construction defect litigation, actively pursuing a more equitable distribution of federal dollars and opening up e-commerce channels in all industries to name a few. That said, in my opinion the single largest obstacle facing the state is NRS 288, the statute that allows collective bargaining for local government employees. The combination of

continued on page 24



STOP THE CYCLE

Each year, **2,800 kids** in Nevada start smoking. **1/3** (900 of them) will become addicted. Adult smokers are more likely to **miss work** and **retire early**, which costs Nevada **\$903 million** in **lost productivity** a year. Smokers also contract diseases like **lung cancer** and **emphysema**, costing Nevadans **\$565 million annually** on **smoking related health care**. Ultimately, **3,300 Nevada smokers die per year** as a result of smoking.

Next year, a fresh crop of **2,800 Nevada kids** will start smoking and continue the cycle.

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President's Message continued from page 3

at the local and regional levels, and even at the national and international levels where it makes sense. There is an exciting momentum building for community and business organizations to pull in the same direction, becoming stronger in collaboration and partnership in addressing what's needed to improve fundamental community systems and fortify the building blocks of economic and job recovery.

To be specific about my immediate goals as the Chamber's president & CEO, I am planning to increase the scale and scope of communications with members through high-tech CEO/ member forums, as well as conduct member surveys to gain insights into what business needs are for today and tomorrow. We will also develop innovative technology tools to improve our on-line presence and to help our members find new customers and business opportunities through social media and other venues.

In addition to these efforts, our government affairs and public policy team will continue to be a leading advocate for the business community at the legislative level. We will set the course for finding new ways to provide value-added opportunities in this new political and economic era so that we can continue to meet the basic covenants of membership fulfillment: service, advocacy and value.

Las Vegas has a remarkable history of overcoming the odds. Optimism remains the beacon to guide us into the future. We cannot forget the attributes that have made us an inspiring and extraordinary community. I look forward to the opportunity to work for you, with you and beside you in the years to come.

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Ed Bozarth #1 Chevrolet is one of the largest Chevrolet dealerships in Las Vegas. In addition to running the day-to-day operations of the dealership, Ed Bozarth is the president of five Warranty Assurance Companies and is owner of Bozarth Development Companies. USA Today and NADA named him the Auto Dealer of the Year. He is a graduate of O.P.M at Harvard Business School and an alumnus of H.B.S.

William (Bill) Feather President Planet Hollywood Hotels and Resorts Worldwide

Bill Feather is responsible for the expansion of the Planet Hollywood brand in the hotel and vacation ownership industry. Feather has more than 28 years of experience in the hospitality industry. He was with Starwood Hotels and Resorts serving in a number of executive positions. Prior to Las Vegas, Feather was responsible for the

construction and operation of the first Westin mixed-use Starwood Vacation Ownership Resort. Before Starwood, Feather held senior management positions with Wyndham Hotels and Resorts, Doubletree and Hilton Hotels.

Samuel H. Kaufman Chief Executive Officer and Managing Director Desert Springs Hospital Medical Center

Sam Kaufman became CEO of Desert Springs Hospital (DSH) in 2005 after five years as COO. His key responsibilities include strategic planning, business development and patient quality/safety. In 1991, Kaufman relocated to Nevada to work as the DSH medical records assistant director. Later, he moved to Valley Hospital as the medical records director and was promoted to assistant administrator. He has served on various local boards including the Henderson Chamber's Foundation Board and the American Heart Association.

Darrin McDonald Vice President, General Manager FOX5 KVVU-TV

Darrin McDonald started his television career in 1989 and has been employed with KVVU's parent company, Meredith Broadcasting, since 2005. He moved to Las Vegas in 2007 as general sales manager and was promoted to VP/general manager of FOX5 in 2008. McDonald oversees the day to day operations including FOX5 Television, fox5vegas.com and fox5rewards.com. He holds a bachelor's degree in business from Oklahoma State University. He is also a board member for the Nevada Broadcasting Association.

James J. Murren, CFA Chairman of the Board & CEO MGM Resorts International

Jim Murren is chairman of the board and CEO of MGM Resorts International, one of the world's leading development companies in gaming, hospitality and entertainment. Murren has

enjoyed a distinguished career with the company, having held positions as executive vice president, chief financial officer and president. Prior to MGM Resorts International, he spent 14 years on Wall Street. Murren is very active in the community, and with wife Heather, founded the Nevada Cancer Institute.

Paul V. Pusateri President Palms Casino Resort

Paul Pusateri has an extensive background in the hospitality and gaming industry. Prior to joining the Palms, Pusateri served as the senior vice president of The Venetian and The Palazzo, overseeing operations for a 7,000-suite campus. Under his supervision, the properties received numerous honors, including a Five-Diamond rating from AAA. Pusateri also served in senior positions with Four Seasons Hotels & Resorts. He is a graduate of the University of New Haven and The Culinary Institute of America.

President's Club New Members

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Diane Hanson
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Blair Bradley
James Brooks

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James Vance

Strategic Telecom Solutions
Terri Messick
Rich Medina
Sarah Frayer
Wayne Haddad

Verizon Wireless
Krystal Mc Donald

Executive Level New Members

Cirrus Aviation Services
Dennis Hill
Greg Woods
Milton Woods

Chris Breed, CHA, RRP Regional Vice President, Southwest Desert Rose Resort

Chris Breed has assisted with the renovations of five resorts within Shell Vacations Club. Renovating and opening the Desert Rose Resort is what brought her to Las Vegas five years ago. Upon completion of that project, Breed was promoted to regional vice president. In this position she oversees the operations and associations of seven resorts. Breed also serves as president and vice president on several condominium association boards.

Patrick Byrne Administrative Partner Snell & Wilmer, LLP

Patrick Byrne has been with Snell & Wilmer since 1988. In 2001, he opened the firm's Las Vegas office. Byrne is a member of the standing committee on judicial ethics and election practices for the State of Nevada. He is also the president of the board of trustees of the Las Vegas Boys & Girls Club Foundation. Byrne earned his law degree with high distinction from the University of Kentucky.

Andy Katz President Manpower, Inc. of Southern Nevada

Andy Katz is a noted authority on employment and outlook survey trends in Southern Nevada. He was recognized by *In Business Las Vegas* in their Top 40 Under 40, and also as one of the Most Influential Businessmen of the Year 2005. Katz serves on the Board of Directors of many organizations, including the Clark County Public Education Foundation and the Southern Nevada Workforce Investment Board. Katz is an avid bicyclist and sports enthusiast.

Executive Level



Chris Breed

Patrick Byrne

Andy Katz

Neill Miller

Fafie Moore



William P. Moore II

Bridget Richards

Mark Scott

Mike S. Wethington

John Wilson

Neill Miller Founder PM Digital Group

Neill Miller formed PM Digital Group in 2001. PM Digital Group provides complete video production services, DVD & CD duplication and packaging, website development, and graphic design. Video projects include commercials, infomercials, convention and event coverage and web video. Clients include many local and nationally known companies. Prior to PM Digital Group, Miller was in the entertainment industry for 30 years.

Fafie Moore President/Owner Realty Executives of Nevada

Realty Executives of Nevada is repeatedly ranked the No.1 woman-owned business in the *Business Press* Las Vegas Book of Lists. Fafie Moore, past chairman of the Las Vegas Chamber of Commerce Board of Trustees, serves on the boards of Service1st Bank, FIT for an Independent Tomorrow and holds

numerous positions within the Greater Las Vegas Association of Realtors® and Women's Council of Realtors®.

William P. Moore II Chief Executive Officer Desert Radiologists

William P. Moore, II joined Desert Radiologists in 2006 to provide hands-on management of daily operations as well as to oversee the organization's strategic development and long-term institutional goals. Moore works closely with the physician-leadership and senior-management teams. He also directs the company's internal functions for the achievement of corporate objectives. With more than 20 years of management and leadership experience in health care, Moore has provided oversight of major hospitals and medical organizations.

Bridget Richards Broker-Principal New Growth Commercial Real Estate Company

Bridget Richards pioneered the development of New Growth Commercial

Real Estate Company, an innovative, marketing forward, commercial real estate brokerage. New Growth represents all facets of commercial real estate disciplines. Richards has been engaged in the real estate industry since 2002 and has successfully closed more than \$124 million in transaction volume.

Mark Scott Managing Partner Sahara Coins, LLC

Mark Scott has been a respected industry professional for more than 34 years. Scott and his staff of numismatists provide discreet and attentive service to collectors and investors, ensuring the highest value for their collections and financial portfolios. Scott's goal is to educate each client and patiently guide them to financial strength, growth and sustainability through tangible asset investments.

Mike S. Wethington General Manager Town Square Las Vegas

Mike Wethington manages all daily operating functions

for the center, which opened in November of 2007. He works closely with development, construction, marketing, leasing and individual retailers. Wethington has more than 20 years of retail-management experience, including general manager positions at Galleria at Sunset in Henderson and Victoria Gardens in Southern California. He holds a degree in finance and real estate from New Mexico State University.

John Wilson Founder MedicWest Ambulance

John Wilson serves on the Board of Trustees and Chamber Prospectors for the Las Vegas Chamber of Commerce. He is a past co-chair for the Customer Service Excellence Program and a 1997 Leadership Las Vegas alumnus. He is a member of the American Ambulance Association, and board of directors of the Nevada Highway Users Coalition. Wilson also serves as co-chair of the Chamber's Health Care Industry Action Committee.

Events

MAY

TWO EASY WAYS TO REGISTER FOR CHAMBER EVENTS:

Log on to LVChamber.com and find your event on the Event Calendar, or call Member Services at 702.641.5822.

RSVP POLICY

The Chamber RSVP policy encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will be subject to a \$5 surcharge, so please register early.

LAS VEGAS CHAMBER OF COMMERCE ADDRESS:

6671 Las Vegas Blvd. South, Suite 300
Las Vegas, NV 89119
(at Town Square)

*Event will be held in the CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce

3 Tuesday Chamber University: Facebook 101

Presented by Dawn Merritt & Colleen Curran

Learn how to generate or increase business on Facebook. Gain valuable tips on maximizing Facebook's potential.

5:30 - 7:00 p.m. Workshop
Las Vegas Chamber of Commerce
\$20 per session, \$60 sessions 1-4.
Chamber members only.

4 Wednesday Free SCORE Counseling

SCORE counselors will provide FREE one-on-one help sessions exclusively for Chamber members to help you assess your business concerns and provide you with the advice, tools and resources you need.

**1:00, 2:00, 3:00 & 4:00 p.m.,
One member per time slot.**
Las Vegas Chamber of Commerce
Chamber members only.

10 Tuesday Chamber University: Twitter 101

Presented by Joanna Rodriguez

Learn tips and techniques on how to build your network and engage your community, maximize your company's Tweeting efforts.

5:30 - 7:00 p.m. Workshop
Las Vegas Chamber of Commerce
\$20 per session.
Chamber members only.

11 Wednesday BLOCKBUSTER BUSINESS MARKETING IN 3D! A Business Education Series Presentation

Speaker: Eileen Proctor

Top Dog Eileen Proctor will reveal the 3D's for marketing your business. Learn how to define your target market, develop a loyal following, differentiate yourself from the competition and deliver your value proposition consistently and convincingly.

7:00 - 7:30 a.m.
**Networking &
continental breakfast**
7:30 - 9:00 a.m. Program
***Las Vegas Chamber of
Commerce**
\$30* for members
\$45* for non-members



11 Wednesday Chamber Voices Toastmasters

Improve your communication skills and learn to deliver effective presentations

10:45 a.m. - 12:00 p.m.

***Las Vegas Chamber
of Commerce**
\$45 every six months.
Guests always complimentary.

12 Thursday Minority and Women– Owned Business Action Committee

Las Vegas is a diverse community, and that diversity is reflected in its business community. The Chamber's Minority and Women-Owned Businesses Action Committee will address ways to assist MWBE's doing business in Southern Nevada.

9:00 - 11:00 a.m.

***Las Vegas
Chamber of Commerce**
Complimentary.
Chamber members only.

17 Tuesday Chamber University: YouTube 101

Presented by Jeff Grace

Gain the knowledge needed to create a successful YouTube account and channel. Learn the best practices for shooting video, making equipment choices, video formats and editing basics.

5:30 - 7:00 p.m. Workshop
**Las Vegas Chamber
of Commerce**
\$20 per session.
Chamber members only.

17 Tuesday Free Legal Solutions for Small Business

Attorneys from the law firm of Holland & Hart will provide legal counseling to Chamber members. Lawyers will be on hand to provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax, among other areas.

Appointment times:

6:00 - 6:50 p.m.,

7:00 - 7:50 p.m.,

Two members per time slot.

**Las Vegas Chamber
of Commerce**
Complimentary. Chamber members
only. Advanced registration required.

18 Wednesday Political Breakfast

Secretary of State Ross Miler

The Las Vegas Chamber of Commerce Political Breakfast Series provides members with the opportunity to have an intimate and open discussion with our elected officials regarding issues pertaining to the business community.

8:00 - 8:30 a.m. Registration

8:30 - 9:30 a.m. Program

***Las Vegas Chamber
of Commerce**
\$30 for members.
Chamber members only.

18 Wednesday Free SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice,

tools and resources you need.

9:00, 10:00, & 11:00 a.m.

One member per time slot

***Las Vegas Chamber of Commerce**
Complimentary.
Chamber members only.

19 Thursday The Hub:

**Where Networking and
Marketing Meet
Mixer and Mini Expo**

With more than 100 business owners and professionals in attendance, The Hub provides an extraordinary opportunity to develop lasting professional relationships, gather leads and expand your social network at this high-energy event. Capture information on member benefits, events and discounts available through your Chamber membership.

4:00 - 6:00 p.m.

***Las Vegas Chamber of Commerce**
Complimentary for members.
\$100 for Table Top display.

24 Tuesday Chamber University: Building YOUR Social Media Strategy

Presented by Flip Wright.

Devising a Social Media strategy will help your company leverage business using strategic and innovative social networking platforms. Develop a social media marketing plan for your company with the tips and practices presented in this workshop.

5:30 - 7:00 p.m. Workshop

Las Vegas Chamber of Commerce
\$20 per session.
Chamber members only.

25 Wednesday New Member Breakfast

Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring plenty of business cards.

7:00 - 7:30 a.m.

Registration & Networking

7:30 - 9:00 a.m. Program

***Las Vegas**

Chamber of Commerce,
By invitation only. Complimentary.



25 Wednesday Chamber Voices Toastmasters

See details on May 11.

27 Tuesday PC/Exec. Mixer

President's Club and Executive level members are invited to mix, mingle and experience a unique look inside one of Las Vegas' leading neurological research and treatment facilities.

5:00 – 7:00 p.m.

**Cleveland Clinic
Lou Ruvo Brain Institute
888 W. Bonneville Ave
Las Vegas NV, 89106**

Complimentary.
Chamber PC/Exec members only.



VEGAS YOUNG PROFESSIONALS

TO RSVP FOR VYP EVENTS VISIT VEGASYP.COM

3 Tuesday VYP Morning Buzz

Are you interested in learning more about Vegas Young Professionals (VYP)?

Join members of VYP's Advisory Council and Ambassadors for a small, informal question and answer session. Grab your morning coffee, while learning more about VYP's membership, all of the member benefits, volunteer opportunities, sponsorship and advertising options and more! Plus, meet and greet with fellow young professionals before heading to work.

7:30 - 9:00 a.m.

***Las Vegas Chamber
of Commerce**
Complimentary.



9 Monday VYP Toastmasters: Strip View Speakers

Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you.

3 Tuesday VYP Morning Buzz

Are you interested in learning more about Vegas Young Professionals (VYP)?



19 Tuesday VYP May Fusion Mixer

Join VYP for the May Fusion Mixer! Enjoy complimentary appetizers and great drink specials, while networking with more than 100 fellow young professionals. Make sure to check the website, VegasYP.com, for more details on this event, coming soon!

6:00 – 8:00 p.m.
\$10 for VYP members, \$15
for non-members

23 Monday VYP Toastmasters: Strip View Speakers

See Monday May 9
the 9th for details.



MEMBER NEWS

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

President's Club member • Executive Level

Coming Events

Ricardo's Mexican Restaurant is hosting an "All-You-Can-Eat Tacos and Frozen Margaritas" promotion for \$25 per person with \$10 going back to the charity of the patron's choice. The offer is good through May 31, 2011. For more information, visit RicardosofLasVegas.com.

Community Service

Toys 4 Smiles, a non-profit organization that has distributed more than 80,000 wooden toy cars to children in need, opened its new Toy Shop, a 3,400 square foot space.

Tyson Foods donated 30,000 pounds of boneless chicken to **Three Square Food**

Bank. The donation will provide the equivalent of 22,000 meals to those in need.

Proforma element 7 started a summer internship program through the **University of Nevada, Las Vegas** College of Business that will run May 16-August 13, with the programming continuing through the Fall and Spring semesters.

Congratulations

Cashman Equipment Company's corporate headquarters won the 2011 NAIOP Sustainable Impact award. Constructed by **Burke Construction Group**, the 30,000 sq. ft. complex is the largest office/industrial LEED Gold Certified project in Nevada.

The Glenn Group received 36 awards including Best in Show, eight Gold, seven Silver and 20 Bronze ADDYS from the American Advertising Federation.

Joseph A. Vassallo, vice president of **Paragon Pools**, was named one of the 40 Under 40 honorees by **In Business Las Vegas**.

Announcements

Lentz & Mercier, CPAs named Barbara Pope as vice president of client relations and marketing. In addition, Nicole Wichman has been hired as staff accountant.

Aardvark Video recently completed a three-day project, including onsite interviews and editing, for Microsoft

Management Summit at **Mandalay Bay**.

Jim Mace joined **Greenberg Traurig, LLP's** Las Vegas office in the Real Estate and Transactional Practices as a shareholder. In addition, Ed Chansky has been elevated to shareholder in the firm.

Las Vegas Outlet Center has rebranded and is now the **Las Vegas Premium Outlets-South**. In addition, the shopping center added 13 new stores.

WaterMark Executive Suites at 5940 S. Rainbow is now offering its conference and training rooms on a walk-in client basis, with hourly and flat day rates.

Shlomo S. Sherman joined the law firm of **Kolesar & Leatham** where he focuses primarily on commercial litigation and bankruptcy.

Las Vegas Limousines appointed Greg Knowles to the position of general manager.

Matt Engle of **Cragin & Pike** was re-elected for another term as president of the **UNLV Alumni Association**.

Robert D. Hulshouser joined **Urban Environmental Research** as director of risk management and will work on Silver Shield, Nevada's critical infrastructure protection program.

Wheeling/Dealing

Jennifer Web Design announces the grand opening of its new offices at 5940 South Rainbow.

Commercial Executives brokered the leasing of 15,361 square feet of office space. The 64 month lease was valued at \$1.6 million.

Follow us and become a fan!

twitter facebook

The Chamber is now on Twitter and Facebook. Links are available from our home page at LVChamber.com

ANNIVERSARIES

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the *Las Vegas Chamber of Commerce*.

Congratulations to the following companies celebrating membership anniversaries in *MAY 2011*.

+50 Years

AAA Friendly Ford 56

+20 Years

Joanne Blystone 46
First American Title Company Nevada 40
Better Business Bureau of Southern Nevada, Inc. 32
UNLV 32
Fremont Coin Inc. 29

Yellow Checker Star Transportation
Green Valley Grocery—
Corporate Office
Nevada Legal News, LLC
Toll Bros., Inc.
Perini Building Co. - Lic. # 2396
Boyd Gaming Corporation
Delta Dental Insurance Company
Foxy Lady Beauty Salon

15 Years

Custom Cabinet Factory of New York
National Security Technologies
Nevada Store Fixtures

10 Years

Aldape's Market Place, Inc.
Auto Visions
Bethany Baptist Church
Bowen Law Offices
Concept Marketing, Inc.
Cornerstone Company-Richard & Trish
Truesdell
The Debtbusters Corp

29 Faux & Associates
H-R Sweeping
27 L. A. Carpet, Inc.
24 Las Vegas Optical Frame Fixer Inc.
23 Eyeglass Repair & Sales
22 Laughton Company of Southern Nevada,
21 LLC-Lydia Folsom-Boske
20 Magnum Opes Corporation
20 Network Insurance Services, Inc.
O.K. Insurance Services-Allan Walsby
Paldi Steel Services
Seven
J. Chip, Siegel, Esq.
Silver State Components, Inc.
Slater & Associates Insurance, Inc.-Keith Slater
Stroum Insurance-Bernard Stroum
Thai Spice
Tinker Town Learn & Play Center, Inc.
Total Water Treatment Service

5 Years

7-Eleven
Absolute Insurance Service
Aramark

Arlen Ness Motorcycles of
Las Vegas
Atria Seville
Back To Health Chiropractic
Beers & Associates Real Estate-
James Beers
BGLV, Co.
Computerpros, LLC
EHB Companies
Excellence in Dentistry
Halcrow Yolles
Life Care Centers of America
Silver Region
Ronald Gardner, DDS
Sammies Food Mart and
Car Wash
Solutions Specialty Pharmacy
Town Center Realty-
Philip Perine
V2 Creative, Inc.
Way Entertainment, LLC
Yaoi Press, LLC

4.95%*

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For 5 years on unsecured and non-real estate
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THE DOOR TO YOUR FUTURE



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RIBBON CUTTINGS

* To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com.

Chamber Member Discount Offer



Martin & Martin Civil Engineers

Martin & Martin Civil Engineers has opened its new location at 2355 Red Rock Street. Established in Las Vegas in 1988, Martin & Martin offers comprehensive planning, design, and construction services for private and public clients throughout Nevada. Call 702.248.8000 or visit mmcivil.com.



Plaza Bank

After months of preparation, planning, and much anticipation, Plaza Bank President Gene Galloway cuts the ribbon to honor the grand opening of the new Las Vegas branch located at 8275 W. Flamingo Rd. Call 702.853.4700 or visit plazabank.net.



Dunkin' Donuts

Executive



Dunkin' Donuts opened its 14 Las Vegas location on March 16. In celebration and dedication to the community they had prize giveaways and free coffee. Susan G. Komen was on hand to register patrons for Race for the Cure. Call 702.998.1262 or visit dunkindonuts.com.



Las Vegas Premium Outlets-South

Las Vegas Outlet Center, renamed Las Vegas Premium Outlets-South, celebrates the opening of its major expansion and re-branding. This upscale center adds 13 new stores bringing the total to 140, including Coach Men's, Loft Outlet, Michael Kors and True Religion. Visit premiumoutlets.com/lasvegas.



Pure Barre



The workout that is sweeping the nation is open at 3330 S. Hualapai Way. Pure Barre is a fast, effective and safe way to change your body. The intense session burns fat, produces lifted seats, toned arms, thin thighs and flat abs. Call 702.525.3454 or visit purebarre.com.



Whopper Bar



Burger King elevates "Have it your way" at the new Las Vegas Whopper Bar inside the Rio Hotel. It offers a customizable Whopper-based menu, where guests can select any Whopper sandwich and top it with their choice of toppings "fit for a King." *Photography provided by Erik Kabik*



Community Counseling Center

Community Counseling Center reopened at 714 E. Sahara following the December 26 arson. CCC, a non-profit, provides mental health services and substance abuse treatment to individuals and families at risk and in need. Call 702.369.8700 or visit cccfsn.org.



Moving People to Action

Presidents

Amy Ayoub, renowned speaker, trainer and motivator, held a ribbon cutting to celebrate the one-year anniversary of her firm, Moving People to Action. Ayoub was joined by Craig Valentine, author of *World Class Speaking*, and several of her public-speaking clients. Visit movingpeopletoaction.com.



Mountain Side Management Group, Corp

Mountain Side Management Group, Corp. celebrated its new Chamber membership with more than 12 years experience in association management. Call 702.309.7061 or email ppaxman@mountainsidemgt.com for more information.



Sky Combat Ace

The grand opening for Sky Combat Ace was held on March 3. In addition to many Chamber members, representatives from the Hualapai Indian Tribe were present to bless the fleet. Check out this "experience of a lifetime" at skycombatace.com or call 888.494.5850.



Bush & Levy

The law firm of Bush & Levy, LLC has moved into its new building at 1404 S. Jones Blvd. The attorneys, Susan Bush and Monti Levy, litigate criminal defense and family law cases. Call 702.868.4411 or visit bushlevylaw.com.



Shoes for Crews

Shoes for Crews is proud to announce the opening of a new retail location in Las Vegas. Located at 3977 S. Maryland Parkway, the center features their full line of slip resistant footwear. Call 702.473.6570 or visit shoesforcrews.com

BUSINESS EXPO 2011 IS THE SCENE TO BE SEEN

Exceptional opportunity to promote your business

It's time to prepare for the Las Vegas Chamber of Commerce Business Expo 2011. This annual trade show and mixer offers an exceptional opportunity to showcase your company's products and services, interact with high-profile local professionals and explore business-to-business opportunities with fellow Chamber members.

Exhibiting at Business Expo helps you:

- **Promote your business**
- **Develop new business and networking leads**
- **Reconnect with current customer and clients**

"Exhibiting at Business Expo was a thoroughly positive experience for us," says exhibitor Haley Wilson of Secured Fibres. "As a locally owned and operated company, Expo was a wonderful opportunity for us to display our brand and meet

business people in our community. We developed many valuable relationships, and we look forward to participating again."

Reserve your Business Expo booth today and you'll have enough lead time to develop your collateral materials, design your booth and promote your exhibit to potential customers. You can also send pre-paid tickets to customers and colleagues inviting them to visit your booth.

"I feel like we really won big with the amazing contacts that were made during Expo," says exhibitor Mark Wiley of SEGA GameWorks USA, Inc. "We're looking forward to exhibiting again!"

Learn more about the advantages of becoming a Business Expo exhibitor and/or sponsor by visiting LVChamber.com/business-expo.

LAS VEGAS CHAMBER OF COMMERCE BUSINESS EXPO 2011

DATE: Wednesday, June 22

LOCATION: World Market Center
Las Vegas- Building C,
495 S. Grand Central Pkwy.
Exhibits open Noon - 5:00 p.m.

TICKETS: \$10 plus your business card

BOOTH PRICING:

Standard 10 x 10 booth: \$525
Standard Double 10 x 20 booth: \$825
Premium 10 x 10 booth: \$700
Premium Double 10 x 20 booth: \$1,000
Non-Profit 10 x 10 booth: \$400

*Tickets and booths may be purchased
by visiting LVChamber.com or
by calling 702.641.5822.*

GOING GREEN AT BUSINESS EXPO 2011

If your company offers environmentally-friendly products or services, or conducts business operations in a sustainable way, you may qualify as a "green" Business Expo exhibitor. Green exhibitors get everything included in a standard booth package with the addition of a green drape to set you apart from other exhibitors, an icon on your company name sign that designates your company as a green exhibitor, and eligibility to participate in the "Best Green Booth" contest.

Here are some ways to let people know how green

your business truly is:

- Print your collateral materials on recycled paper using non-toxic ink
- Produce reusable signs and banners made from durable, recovered materials
- Use technology that reduces your impact on natural resources
- Make sure give-away and promotional items represent your company's green policies

*For more information, contact
Jeanette Ratcliffe at jratcliffe@lvchamber.com or call 702.641.5822.*

Save the Date! 2011 HEALTHCARE HEROES



What: Healthcare Heroes

When: August 3, 2011 | Southern Nevada
August 4, 2011 | Northern Nevada

Where: M Resort | Southern Nevada
Silver Legacy | Northern Nevada

Who: Sponsored by Anthem Blue Cross Blue Shield and
Nevada Business Magazine

Proceeds from this event benefit students pursuing careers in healthcare education.

To RSVP or for more info,
go to www.nevadabusiness.com/events

Anthem  

Nevada Business
the decision maker's magazine

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higher-than-average wages and salaries and remarkably generous retirement and health care benefits have saddled Nevada with billions of dollars in unfunded liabilities and — if unabated — threaten to further erode core state services over the next two decades.

From your perspective, what meaningful reforms do you think need to occur with collective bargaining and Chapter 288 of Nevada Revised Statutes?

With regard to NRS 288, there are relatively few reforms that need to be done, but they have far reaching impact. First, if the last few years have taught us anything, it is that collective bargaining agreements need to open automatically in the event of a fiscal emergency. Second, binding arbitration should be limited if not repealed altogether. Not giving elected officials final say with regards to collective bargaining is counterintuitive to most people outside of government, and even to some within government. Third, the evergreen provisions that are included in some contracts, which essentially allow those agreements to continue into perpetuity until another agreement is reached are counterproductive. Fourth, allowing management and supervisory personnel to collectively bargain has blurred the line between management and labor and has led to overall inflation in pay and benefits — labor should be allowed to collectively bargain, management should not. Finally, I think the state should take particular issue with contract provisions that basically call for wages and salaries to be increased in order to offset retirement contributions that employees are supposed to be making. While government administrators may be able to rationalize how this scheme can meet the letter of law, it is clearly inconsistent with its spirit. Today, local government employees have an effective contribution to their retirement benefit approaching zero, while their state counterparts, who cannot collectively bargain, see their paychecks reduced to cover half the program's cost.

What will be the impact if these reforms are not addressed by the 2011 Legislature?

In the immediate time frame, you're not going to change the collective bargaining process or pay down the current unfunded liabilities over night. We've made promises to state and local workers, and those are promises we need to keep. The more important step forward is that we start on a new path and not make the same sets of promises to newly hired employees. Just based on a preliminary look, I would submit to you that would save the state billions of dollars over the next two decades. If we fail to make some of those reforms, it will be the reason that Nevada's services continue to erode over time and probably within the next 10 to 20 years, creating financial challenges beyond repair for some local governments.

Where does Nevada really rank in K–12 education?

In terms of student performance, by almost all measures we are in the bottom third of the states. In terms of graduation completion rates at the K-12 level, we are dead last in the nation. Overall, our students are failing at an alarming rate. They are not reading proficiently by third grade; they are behind in math and science in elementary and middle school.

In an analysis we recently did for the Chamber in which we looked at all the reasons students succeed or fail, what was most meaningful to me were two things: the single most important variable of a student's success or failure was the educational attainment of the parent. Education starts at home and that is ultimately where it needs to be reinforced. This is not something we can easily change, as we have developed an economy that provided higher-than-average wages for those with lower-than-average educational attainment. What we do know is that if a child is not succeeding in early grades their chance of success in later grades — and later in life — is substantially reduced. Focusing on student proficiency in early grades, not only ending social promotion, but creating remediation and literacy initiatives, would likely have the greatest immediate impact on school performance.

Why is education so important to economic development?

Education is the silver bullet. It is the common denominator in addressing economic development problems, poverty problems, crime problems, and any number of social ills. Even property values are linked to educational opportunity and success. Education also levels the playing field for children and families who might otherwise not have opportunities to make a better life for themselves. Unfortunately, education is also largely a pay me now or pay me later proposition. For the State of Nevada, it is already later. And we are already dealing with the outcomes of failing to make education a priority.

As we look at the Nevada Legislature today, which education reform proposals are important?

The teacher tenure issue is particularly important; we need to stop promoting kids who cannot read and teachers who cannot teach. Ninety-five percent of the teachers who are in the classroom are remarkably talented teachers and are an asset to this community and to this state. The other five percent frankly have no business being in the classroom. We want to live under this illusion that everyone who enters the teaching profession is a good teacher — this is simply not the case. Teachers should be given every opportunity to succeed, but the systems must also provide the ability to weed out those who would be better served applying their skills in another

profession. The stakes are simply too high to turn a blind eye to reality when you consider the life-changing implications of having a good teacher or a bad teacher, particularly in the developmental grades.

What about performance pay?

I am very much in favor of pay for performance for teachers. Teachers who are very effective need to be paid more and rewarded; I think the same logic should also apply to administrators.

What about social promotion?

I think it is important to note that the Clark County School District has made some important strides relative to social promotion. Too often, we focus on our challenges while ignoring individual and system-wide successes. Respecting this improvement, we need to do more. We still have too few kids reading at grade level and less than 50 percent of our students are graduating on time from high school, much less going on to college. Part of this is being honest about who we are as a community. For example, it doesn't make sense to have only two percent of your teachers who are bilingual when 16 to 18 percent of your students are English language learners. Social promotion can take any number of forms, including low expectations for certain groups of kids.

There has been a lot of discussion on higher education funding. What are your thoughts?

I believe it will be more effective to create a competitive block grant

system for Nevada's colleges and universities. This would be a set amount of money from the state, and would need to be accompanied by a change in fiscal policy to allow the state's institutions to keep their tuition payments. I believe this system should be competitive, not only relative to attracting students but also relative to the state funds allocated to each college and university. Over time, I could see as much as 50 percent of those block grant dollars guaranteed and the other 50 percent go to college and university programs that demonstrate that they are diversifying the economy or meeting goals in regards to training students who are employable upon completion of the program.

What are some other steps the higher education system can take to help our economy?

Focusing on bringing in some of the most talented researchers into the state and becoming more aggressive relative to the commercialization of university-based research. From an economic development standpoint, finding those women or men who are leaders in their areas are what make universities stand out to both emerging industries and talented students. It is also where innovation happens.

Is there a meaningful way to communicate to the broader business community that we have begun to make changes?

I think the business community has a better pulse on change than we might give them credit for. From an economic perspective, they

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are seeing stability and even growth in some sectors. From a fiscal perspective, they are talking more about balancing the need to keep taxes low while improving the state's education system. From a policy perspective, they are increasingly savvy about how changes in the way we view the world might affect them. If there is anything that I think we need to remind the broader business community about it is that economic development — creating both jobs and fostering new opportunities — is all of our responsibility.

How do we make meaningful reforms to our underlying tax systems?

Report after report after report tell us there are some real shortcomings in our revenue system. Most of our tax system works very well. But most of our taxes were designed in the 1950s and 60s and our economy doesn't look like how it looked back then. In addition, I think we have to compel our Legislature to fully fund our capital reserves. If we spend 100 percent of what we have when revenues are higher, then when revenues come in under expectations, which is about half the time, we have to raise revenue to get back to where we were. We sometimes refer to this as the fiscal death spiral. What we need to do is make our revenue system as stable as possible. While there is no perfect tax, nor a perfect tax system, we can take steps to limit the variability, limit upward growth in spending and fund reserves at a level sufficient to insulate the state from normal ups and downs in the economy. I will leave the question of tax sufficiency to elected policy makers; however, I would suggest that whether we don't raise a single dime in new revenue or \$1 billion in new taxes, restructuring our system to broaden

the tax base and lower the tax rate would go a long way to easing the fiscal rollercoaster we have been on for the past 15 years.

If the Legislature were to broaden the sales tax base and more adequately address the business tax, do you believe either of those would be anti-business?

As a matter of fact, I believe it is absolutely the opposite. The measures you outline could be done on a tax neutral basis, which is to say that the state would change where it gets its revenue, not how much money it collects. I don't want to leave you with the impression that additional revenue is not needed. I believe that it is. As I stated before, reducing taxes and then cutting K-12 education and borrowing money to fund ongoing operations is suboptimal fiscal policy and runs counter to the state's longer run needs. Further, if those monies were spent correctly, I believe it would only enhance our economic opportunities going forward.

I should say, however, that increasing revenues in absence of the other reforms we have talked about would be a serious mistake. If we do not address the immediate and future challenges created by public employee wage, salary and benefit disparities, additional money will be funneled solely to more and higher paid public workers too often at the expense of the programs we are trying to improve. If you get those reforms, then spending additional money where it can do the greatest good, where the return on the investment is clear and compelling, and where the results are defined and measurable, I think it would be money well spent for every business and individual in Nevada.

SMALL BUSINESS EXCELLENCE AWARDS

CALL FOR NOMINATIONS!

Exclusive Sponsor:



The Annual Small Business Excellence Award Luncheon
Thursday, September 22, 2011
 Nomination Deadline July 4, 2011
 Submit your nominations online
LVChamber.com



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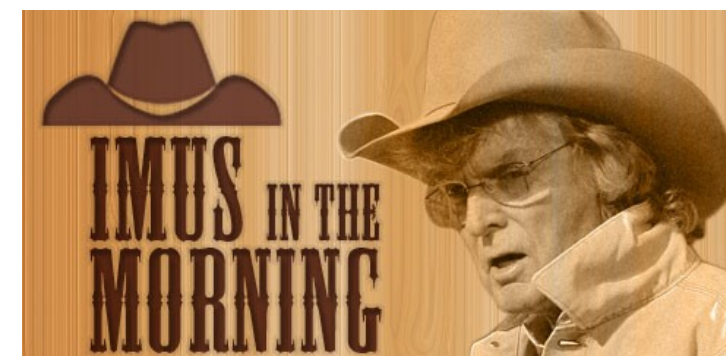
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ADD SOCIAL MEDIA TO YOUR BUSINESS PLAN TO GIVE IT CREDIBILITY

By Dave Archer, CEO, NCET, Nevada's Center for Entrepreneurship and Technology

The business community is coming to understand that social media is a viable and necessary tool for promoting their companies. However, understanding and doing can be two different things. Launching a Facebook page is a good thing; never posting new information, updating your page or responding to friend requests is a bad thing.

As when websites first came into existence, there was a misperception that you could create it and forget about it. Not so with social media. The reason social media works is because you work it. There must be a firm commitment within your corporate culture that social media is important, and it must be treated like any other necessary business function.

As with other vital forms of business promotion - marketing, advertising, public relations, customer service - social media should have its own section in your business plan. Here are some points to get you started with integrating social media into your business plan:

DETERMINE WHO WILL BE RESPONSIBLE FOR **RESEARCHING, ESTABLISHING AND MAINTAINING** YOUR COMPANY'S **SOCIAL MEDIA** PRESENCE

- In many small companies, this task is probably best handled by the individual(s) or company that handles your marketing, advertising and promotions.

- Research the networks that will be most beneficial to your particular company or industry; creating accounts, establishing profiles and determining what kind of content you will be sharing and how often it will be updated.
- Effective social media is cross-promoted. This means having your links to Facebook, Twitter, LinkedIn, etc., on your website and the web addresses on your collateral materials.

DETERMINE THE BUDGET YOU CAN ALLOCATE TO INVEST IN SOCIAL MEDIA

- Consider costs associated with social media to be another line item in your marketing and advertising budgets.
- Be aware that an effective and ongoing social media presence can be a full-time job in itself - something to consider when determining who will do the work and how much time they'll invest in the task.
- Just about every social media venue gives you an option for free or fee-associated "upgraded" accounts. There's nothing wrong with starting with a free version, but consider the benefits of upgrades and how they could potentially impact your business.

OTHER CONSIDERATIONS:

- If you're a micro business, you

may decide to handle social media implementation yourself. If this is the case, it's even more important that you establish parameters to work within and make them part of your operating plan. Decide how much time you can invest in social media maintenance on a daily basis and try not to deviate too much from that schedule.

- Be careful to whom you grant social media access. Though a fast and effective form of communication, in the wrong hands, it can hurt your business. Create guidelines outlining who has the authority to add content to social media venues and keep a close eye on what is posted.
- As with any effective business plan, set timelines for reviewing the plan and making changes and adaptations where necessary.
- There are many third-party software applications on the market that allow you to connect your social media accounts so you can make simultaneous updates. The simplest one is a Facebook app (<http://apps.facebook.com/twitter/>) that connects Facebook and Twitter accounts.

Social media is a viable business tool that needs to be given the respect it deserves. Make it an integral part of your business plan and you'll see the positive impact it can have on your business. Visit NCET.org for more information.

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